

## **WHAT IS CLAIMED IS:**

1. A method for transferring a label portion from a label assembly onto an object comprising:

sliding the label assembly within a gap formed between at least one stripping member and an apparatus base surface;

positioning the label portion within an application area defined on a surface of the apparatus base with an adhesive side of the label portion exposed;

positioning the object on the apparatus base and with respect to the label portion;

contacting the object with the adhesive side of the label portion to apply the label portion to the object; and

removing the object from the apparatus base to transfer the label portion from the label assembly onto the object as a remaining portion of the label assembly is retained by the at least one stripping member.

2. The method for transferring a label portion from a label assembly onto an object of Claim 1 wherein the label portion is positioned between a first stripping member and a second stripping member, each of the first stripping member and the second stripping member connected with respect to the base and suspended over at least a portion of the application area.

3. The method for transferring a label portion from a label assembly onto an object of Claim 1 wherein the label assembly is positioned between opposing guides connected to the apparatus base.

4. The method for transferring a label portion from a label assembly onto an object of Claim 1 wherein the object is positionable within one of a first guide area defined by a first stripping member and opposing second stripping members, each of the first stripping member and the opposing second stripping members connected with respect to the apparatus base surface, and a second guide area defined by the opposing second stripping members.

5. The method for transferring a label portion from a label assembly onto an object of Claim 4 wherein, with the object positioned within the first guide area, the object is positionable within a recessed area formed in the apparatus base surface and within the application area, the recessed area corresponding to the label portion.

6. The method for transferring a label portion from a label assembly onto an object of Claim 1 wherein pressure is applied to the object to apply the label portion to the object.

7. The method for transferring a label portion from a label assembly onto an object of Claim 1 wherein the label portion is separated from the remaining label assembly.

8. The method for transferring a label portion from a label assembly onto an object of Claim 1 wherein a carrier portion of the label assembly remains on the apparatus following transfer of the label portion onto the object.

9. The method for transferring label portion from a label assembly onto an object of Claim 1 further comprising the step of transferring a second label portion from the label assembly onto an object.

10. A method for transferring a label portion from a label assembly onto an object comprising:

sliding at least a portion of the label assembly through a first gap formed between a first stripping member and a surface of an apparatus base;

sliding at least a portion of the label assembly through a second gap formed between a second stripping member and the apparatus base surface;

securing the label portion between the first stripping member and the second stripping member and within an application area defined on the apparatus base surface, with an adhesive side of the label portion exposed;

positioning the object within one of a first guide area and a second guide area defined by the apparatus base, each of the first guide area and the second guide area corresponding to a label portion of the label assembly; and

contacting the object with the label portion, wherein the label portion is applied to the object.

11. The method for transferring a label portion from a label assembly onto an object of Claim 10 further comprising the step of indexing the label assembly on the apparatus.

12. The method for transferring a label portion from a label assembly onto an object of Claim 10 wherein a portion of a back sheet of the label assembly is removed from a face sheet of the label assembly to expose the label portion.

13. The method for transferring a label portion from a label assembly onto an object of Claim 12 wherein a pull tab extends from a periphery of the back sheet portion to facilitate removal of the back sheet portion from the face sheet.

14. The method for transferring a label portion from a label assembly onto an object of Claim 10 wherein the label portion comprises one of a standard jewel case spine label and a slim jewel case spine label.

15. The method for transferring a label portion from a label assembly onto an object of Claim 10 wherein a spine portion of a jewel case is positioned within one of the first guide area and the second guide area to transfer the label portion onto the spine portion.

16. The method for transferring a label portion from a label assembly onto an object of Claim 10 wherein an end portion of the label assembly is securely positioned within the second gap formed between each of a plurality of stripping fingers and the apparatus base surface, the plurality of stripping fingers positioned with respect to a first end portion of the application area.

17. The method for transferring a label portion from a label assembly onto an object of Claim 10 wherein the adhesive side is exposed before the label portion is secured between the first stripping member and the second stripping member.

18. The method for transferring a label portion from a label assembly onto an object of Claim 10 wherein the adhesive side is exposed after the label portion is secured between the first stripping member and the second stripping member.

19. The method for transferring a label portion from a label assembly onto an object of Claim 10 further comprising the step of removing the object from within one of the first guide area and the second guide area to transfer the label portion onto the object.

20. A method for transferring a label portion from a label assembly onto an object surface comprising:

positioning the object in one of a plurality of recessed areas formed in a surface of an apparatus base;

removing a first portion of a back sheet from a face sheet of the label assembly to expose an adhesive side of the label portion;

placing the label assembly into an indexed position with respect to the apparatus and the object surface;

positioning the adhesive side of the indexed label portion to contact the object surface; and

applying the label portion onto the object surface.

21. The method for transferring a label portion from a label assembly onto an object surface of Claim 20 further comprising the step of removing the label assembly from the indexed position to transfer the label portion from the label assembly onto the object surface.

22. The method for transferring a label portion from a label assembly onto an object surface of Claim 20 wherein the plurality of recessed areas are formed in an application area defined on the apparatus base surface.

23. The method for transferring a label portion from a label assembly onto an object surface of Claim 20 wherein during the step of placing the label assembly into the indexed position, the label assembly is positioned within an application area defined on the apparatus base surface.

24. The method for transferring a label portion from a label assembly onto an object surface of Claim 20 wherein, in the indexed position, at least a portion of a periphery of the label assembly is positioned with respect to a guide formed on the apparatus base surface.

25. The method for transferring a label portion from a label assembly onto an object surface of Claim 20 wherein the label portion is removed from the label assembly at tearable lines of separation formed on the label assembly.